



Foreign Agricultural Service

GAIN Report

Global Agriculture Information Network

Required Report - public distribution

Date: 11/21/2002

GAIN Report #AU2018

Austria

Promotion Opportunities

Annual

2002

Approved by:

Paul Spencer-MacGregor

U.S. Embassy Vienna

Prepared by:

Andrea Fennesz-Berka

Report Highlights: This report provide a summary of planned food export promotional opportunities in Central Europe (Austria, Bosnia-Herzegovina, Croatia, Czech Republic, Hungary, Slovenia, and Slovakia).

Includes PSD changes: No
Includes Trade Matrix: No
Annual Report
Vienna [AU1], AU

CENTRAL EUROPE PROMOTION OPPORTUNITIES REPORTS

for Austria, Bosnia-Herzegovina, Croatia, Czech Republic,
Hungary, Slovenia, Slovakia

" The promotional activities listed are provided for informational purposes only"

No endorsement should be implied unless specifically stated. Terms and conditions of participation are the responsibility of the activity organizer".

Promotion Opportunities in Austria, Bosnia-Herzegovina, Croatia, Czech Republic, Hungary, Slovenia, Slovakia			
Products	Event /Title	Country	Implement- ation Dates
Wine	Californian Wine Presentation	Austria, Vienna	21. March 2003
Seafood, Wine, Rice	Seafood, Wine, Rice Menupromotion	Austria, Salzburg	Feb/ March 2003
Seafood, Wine, Rice	Seafood, Wine, Rice Menupromotion	Czech Republic Prague	Feb/ March 2003
Seafood, Wine, Rice	Seafood, Wine, Rice Menupromotion	Portorose/ Koper Slovenia	End of April/May, 2003
Seafood, Wine, Rice	Seafood, Wine, Rice Menupromotion	Coastal Town in Croatia,	End of April/May, 2003
Products	Event /Title	Country	Implement- ation Dates

Promotion Opportunities in Austria, Bosnia-Herzegovina, Croatia, Czech Republic, Hungary, Slovenia, Slovakia			
Dried & Fruits Nuts, Seafood, Wine, Snacks, Rice, Ethnic Food	Trade Mission-Retailers/Importer from all Central Europe to USA FMI/Fancy Food Show	All Central Europe	May 4-6, 2003
Seafood, Wine	HRI Trading Team from Central Europe to USA-NRI Trade Show	USA	End of May-June 2002
All US food products available in US Commissary Store/ or at local food retailers	Central European Traders visit to Commissary and/or in country Bosnia-Herzegovina table top food display	Commissary in Italy or Germany and/or Bosnia-Herzegovina	Approx. Spring/ early Summer 2003
Almonds, Peanuts, Raisins, Walnuts, Grapefruits, Prunes	Dried Fruits, Nuts, Citrus Fruit Seminar Presentation	Hungary & Czech Republic	September 2003

SECTION II - Other Promotional Activities- Listed by dates

TITLE: California Wine Tasting

DATE: 21 March, 2003

VENUE: Museumsquartier, Vienna, Austria

CONTACT: Wine Institute of California

Mr. Paul Molleman

European Director

Prins Bernhardlaan 10, Postbus 208

2400 AE Alphen an den Rijn

TEL: [31] (172) 471-571, FAX: [31] (172) 475-545

Email : molleman@zwart.nl

Or: Andrea Fennesz-Berka
Office of Agricultural Affairs
American Embassy, Vienna

DESCRIPTION: In cooperation with local importers and other interested Californian wineries a wine tasting and Zinfandel presentation will take place on March 21. This promotion is being organized by

Wine Institute with organizational help from the Vienna Agricultural Affairs Office.

TITLE: Seafood, Wine, Rice Menu Promotion/Seminar

DATE: End of February, March, 2003

VENUE: Salzburg, Austria - Culinary School Salzburg

CONTACT: Andrea Fennesz-Berka
Office of Agricultural Affairs
American Embassy
Boltzmanngasse 16
A-1090 Vienna Austria
Tel: [43] (1)31339-2364
Fax: [43] (1)3108208
Email:AgVienna@FAS.USDA.GOV
Http://www.usembassy.at/en/usda

DESCRIPTION: Seafood consumption is steadily increasing in Austria, the Austrian HRI sector has noticed a demand for high quality fish and seafood products. This is the third on in a series of very successful seminars held in Vienna and Innsbruck over the last years. In cooperation with the local culinary school, Gregg Higgins, U.S. chef from Oregon prepared new recipes using, U.S. salmon, catfish, monkfish, lobster, and rice. This very successful concept will be used again to explain to a very selected group, (70 maximum Austrian chefs, restaurant owners, traders) the preparation and culinary delights of different U.S. seafood s and wines.

U.S. seafood, rice and wine importers/traders and associations will be given the opportunity to present their products. To cover the costs a small participation fee will be charged.

TITLE: Seafood, Wine Rice Menu Promotion/Seminar

DATE: End of February, March, 2003

VENUE: Prague, Culinary School or similar educational institutions

CONTACT: Ing. Petra Choteborska
Agricultural Specialist
Office of Agricultural Affairs
American Embassy
Triste 15
11801 Prague, Czech Republic
Tel: [420] (2) 5753-1170/1171
Fax: [420] (2) 5753-1173
EMail:Choteborska@fas.usda.gov
Http://www.usembassy-vienna.at/usda

or Andrea Fennesz-Berka
Office of Agricultural Affairs

American Embassy, Vienna

DESCRIPTION: Prague has a growing economy and tourism plays a major role. The Czech Republic will also soon become a full member of the EU. The number of international hotels is increasing demand for high end products such as seafood, almonds, dried fruits, rice, and wine.

This activity will be held back-to back with the menu promotion in Vienna. We will invite the U.S. chef Greg Higgins to hold the same seminar in Vienna and Prague. This way we will decrease costs and use an already very successful concept for this activity.

In cooperation with local culinary schools or similar institutions we will use recipes developed by the U.S. chef featuring seafood, almonds, dried fruits, rice according to local taste. We will invite chefs, F&B managers and sommelier to this promotion

U.S. seafood, rice and wine importers/traders and associations will be given the opportunity to present their products. To cover the costs a small participation fee will be charged.

TITLE: Seafood, Wine, Rice Menu Promotion/Seminar

DATE: End of April/May 2003

VENUE: Portorose/Koper, Slovenia & Coastal Town in Croatia

CONTACT: Andrea Fennesz-Berka
Office of Agricultural Affairs
American Embassy
Boltzmanngasse 16
A-1090 Vienna Austria
Tel: [43] (1)31339-2364
Fax: [43] (1)3108208
Email:AgVienna@FAS.USDA.GOV
[Http://www.usembassy.at/en/usda](http://www.usembassy.at/en/usda)

or
Andrea Misir
Agricultural Specialist
Humboldtova 4
1000 Zagreb, Croatia
Tel: [385](1) 611 0013
Fax: [385](1) 6110025
Email:amisir@inet.hr

DESCRIPTION: Slovenia and Croatia are both located by the sea and compared to other European countries have always had a high demand for seafood products. With the increase in disposable

income and the return of millions of tourists during the summer months, the demand for high quality seafood and wines will increase over the next years..

During the last couple of years we have brought some of Slovenia's most successful chefs on buying missions to the United States using the Cochran Fellowship program. They also received training them on the use and presentation of U.S. seafood and wine products. We will hold menu promotions with the help of our 'Cochran' chef and in cooperation with local culinary schools. The U.S. recipes will be adjusted to local tastes using seafood, rice, dried fruits and wine. Our selected audience will include chefs, restaurant owners, sommelier, importers and traders.

U.S. seafood, rice and wine importers/traders and associations will be given the opportunity to present their products. To cover the costs a small participation fee will be charged.

**TITLE: Central European Retail Trading Mission to Commissary
in Germany and/or Italy or
Tabletop high value product display for Bosnian-Herzegovina
Retail sector**

DATE: Spring/early Summer 2003

VENUE: Commissary Germany and/or Italy
International Hotel in Bosnia-Herzegovina

CONTACT: Andrea Fennesz-Berka
Office of Agricultural Affairs
American Embassy
Boltzmanngasse 16
A-1090 Vienna Austria
Tel: [43] (1)31339-2364
Fax: [43] (1)3108208
Email:AgVienna@FAS.USDA.GOV
[Http://www.usembassy.at/en/usda](http://www.usembassy.at/en/usda)

or Sanela Stanojcic
Agricultural Specialist
American Embassy Sarajevo
Ali Pasina 43 Sarajevo
Tel: [387](33)445 700
Fax: [387](33)659722
[Email:StanojcicS@usembassy.ba](mailto:StanojcicS@usembassy.ba)

The food retail sector in Central Europe, in particular in Croatia and Bosnia-Herzegovina has in recent years expanded its portfolio of imported products. We need to follow this trend and make sure every importer, trader and buyer is aware and exposed to a wide variety of U.S. products. The products with the highest potential would be: Dried fruits and nuts, ethnic food in particular Mexican snacks and salsa,

citrus fruit, seafood and wine. There is also a niche market for "seasonal confectionary" such as marzipan and U.S. style candies.

We will either bring the traders and importers for a visit to the U.S. commissary in Germany and/or Italy, or we will arrange a table top display in one of the major hotels in Bosnia-Herzegovina.

Many of the big retailers are owned by the major foreign retailers (e.g. German, French or Italian) and it is important to expose them to the wide range of U.S. products. Although many importers are attending European trade shows, bringing them to the Commissary and/or inviting them to a table top display will enhance our marketing promotion efforts and should increase sales.

**TITLE: Central European Trading Mission from the HRI Sector
under the Cochran Fellowship Program**

DATE: Middle to end of May 2003

VENUE: Group will visit the Hotel and Restaurant Trade show in Chicago
Visits with the U.S. seafood and wine industry located in the West coast of the U.S. are planned

CONTACT: Andrea Fennesz-Berka
Office of Agricultural Affairs
American Embassy
Boltzmanngasse 16
A-1090 Vienna Austria
Tel: [43] (1) 31339-2364
Fax: [43] (1) 3108208
Email:AgVienna@FAS.USDA.GOV
Http://www.usembassy.at/en/usda

DESCRIPTION: The Central European HRI group will consist of chefs, restaurant owners, sommelier, seafood/wine buyers from Croatia, Czech Republic, Hungary, Slovenia and Slovakia.

The first Central European HRI group very successful visited with the seafood industry in the East coast of the U.S. We would now like to expose this new group to very specific products which are in high demand in Central Europe. These are California squid, hake, pollock, salmon, mostly frozen seafood products. In addition we would like to introduce the team members to other U.S. wine regions e.g. Washington State wines.

Members of the USA wine/seafood and industry are invited to meet with this group and organize visits to their production sites. This would give the group an excellent opportunity to see first site the quality and availability of US products

TITLE: Almonds, Dried Fruits and Nuts and Citrus Fruit Educational Seminar

DATE: September, 2003

VENUE: Prague, Czech Republic and Budapest, Hungary

CONTACT: Ing. Petra Choteborska
Agricultural Specialist
Office of Agricultural Affairs
American Embassy
Triste 15
11801 Prague, Czech Republic
Tel: [420] (2) 5753-1170/1171
Fax: [420] (2) 5753-1173
EMail:Choteborska@fas.usda.gov
Http://www.usembassy-vienna.at/usda

Or: Dr. Ferenc Nemes
Office of Agricultural Affairs
Bank Center Building
Szabadsag Ter 7
H-1054 Budapest, Hungary
Http://www.usembassy-vienna.at/usda/

Tel. [36] (1) 475-4162
Fax. [36] (1) 475-4676
E-mail agbudapest@compuserve.com

Or: Andrea Fennesz-Berka
Office of Agricultural Affairs
American Embassy, Vienna

DESCRIPTION: The U.S. share of the Hungarian almond market is 90 percent. Our market share in the Czech Republic is also very strong with processed products from Blue Diamond taking the lead.

In order to maintain this important market, we will organize a one day seminar. We will invite U.S. industry representatives, trade associations and cooperators to present their products and address issues such as quality control, import regulations and what will happen when these countries join the EU market. The local industry will be represented by the major buyers, distributors and retail representatives.

We expect U.S. industry participants to provide speakers, products and a nominal fee to cover a reception.